

Rep Order# 6869160 Ver# 1 Status New
EC'd No

Traffic Order# 218804
Printed: 11/01/2012 10:56 AM
Last Received: 11/01/2012 9:55 AM
Showing Buylines: All Lines

Station WISH-TV INDIANAPOLIS, IN
Advertiser () DSCC IE
Product 2303/DSCC IE
Estimate# 2303
Buyer MEREDITH KAUFMAN
Phone#
Fax#

Agency () GREAT AMERICAN MEDIA
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E DSCC/SSU/2303
Flight Dates 10/30/2012 - 11/05/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

10/30-11/5 TU-F, MON ORDER ALREADY BOOKED, DO NOT DOUBLE BOOK SC=*

--- REMARKS ---

NEW ORDER
PLS CONF ASAP
THANK YOU JULIE FOR KELLY
ORDER ALREADY BOOKED, PLS DO NOT DOUBLE BOOK

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|----|--------|-----------|------------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| | 1 | TU-F,M | 5A-530A | DAYBREAK | :30 | \$250.00 | 10/30-11/05 | 1 | 1 | 1 | \$250.00 | |
| | 2 | TU-F,M | 530A-6A | DAYBREAK | :30 | \$450.00 | 10/30-11/05 | 1 | 1 | 1 | \$450.00 | |
| | 3 | TU-F,M | 6A-7A | DAYBREAK | :30 | \$650.00 | 10/30-11/05 | 1 | 1 | 1 | \$650.00 | |
| | 4 | TU-F,M | 7A-8A | DAYBREAK/CBS THIS MORN | :30 | \$500.00 | 10/30-11/05 | 1 | 1 | 1 | \$500.00 | |
| | 5 | TU-F,M | 8A-9A | CBS THIS MORN | :30 | \$150.00 | 10/30-11/05 | 1 | 1 | 1 | \$150.00 | |
| | 6 | SA | 6A-9A | SAT DAYBREAK | :30 | \$450.00 | 11/03-11/03 | 1 | 1 | 1 | \$450.00 | |
| | 7 | SU | 6A-9A | SUN DAYBREAK | :30 | \$350.00 | 11/04-11/04 | 1 | 1 | 1 | \$350.00 | |
| | 8 | TU-F,M | 10A-11A | LETS MAKE A DEAL | :30 | \$600.00 | 10/30-11/05 | 1 | 1 | 1 | \$600.00 | |
| | 9 | TU-F,M | 11A-12P | THE PRICE IS RIGHT | :30 | \$900.00 | 10/30-11/05 | 1 | 1 | 1 | \$900.00 | |
| | 10 | TU-F,M | 12P-1230P | NOON NEWS | :30 | \$1,200.00 | 10/30-11/05 | 1 | 1 | 1 | \$1,200.00 | |
| | 11 | TU-F,M | 2P-3P | THE TALK | :30 | \$600.00 | 10/30-11/05 | 1 | 1 | 1 | \$600.00 | |

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|----|----|--------|-------------|-----------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| | 12 | TU-F,M | 4P-5P | ANDERSON | :30 | \$300.00 | 10/30-11/05 | 1 | 1 | 1 | \$300.00 | |
| | 13 | TU-F,M | 5P-530P | 5P NEWS | :30 | \$1,200.00 | 10/30-11/05 | 1 | 1 | 1 | \$1,200.00 | |
| | 14 | TU-F,M | 530P-6P | 530P NEWS | :30 | \$1,200.00 | 10/30-11/05 | 1 | 1 | 1 | \$1,200.00 | |
| | 15 | TU-F,M | 6P-630P | 6P NEWS | :30 | \$1,200.00 | 10/30-11/05 | 1 | 1 | 1 | \$1,200.00 | |
| | 16 | SU | 6P-7P | WKEND 6P NEWS | :30 | \$800.00 | 11/04-11/04 | 1 | 1 | 1 | \$800.00 | |
| | 17 | TU-F,M | 7P-730P | INSIDE EDITION | :30 | \$850.00 | 10/30-11/05 | 1 | 1 | 1 | \$850.00 | |
| | 18 | TU-F,M | 730P-8P | ENT TONIGHT | :30 | \$900.00 | 10/30-11/05 | 1 | 1 | 1 | \$900.00 | |
| | 19 | TU-F,M | 11P-1135P | 11P NEWS | :30 | \$1,500.00 | 10/30-11/05 | 3 | 1 | 3 | \$4,500.00 | |
| | 20 | TU-F,M | 1135P-1235A | DAVID LETTERMAN | :30 | \$500.00 | 10/30-11/05 | 2 | 1 | 2 | \$1,000.00 | |
| | 21 | SA | 330P-7P | COLLEGE FTBL | :30 | \$700.00 | 11/03-11/03 | 1 | 1 | 1 | \$700.00 | |

---REPORT TOTALS---

Report Totals: 24 / \$18,750.00

---SALES MONTHLY TOTALS---

Nov 12: 24 / \$18,750.00
Sales Totals: 24 / \$18,750.00
Station Totals: 24 / \$18,750.00
Lines not sent/rcld/rtrn: 0 / \$0.00
---COMPETITIVE---
Market Totals \$18,750 CABL 0% WISH 100% WNDY 0% WRTV 0% WTHR 0%

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3 of 3

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Salesperson FAX# 215-567-5938

WTTV 0% WXIN 0%

---COMPETITIVE COMMENTS---

COMP TO FOLLOW

Books null
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE

Spot Manager: All,

| Station | Advertiser | Product | Estim | Order Inventory | Description | Time Period | Length | Date | Air Time | Inv. Code (Placed) | Rate | Ad-ID | Priority |
|-----------------------|-------------|---------|-------|-----------------------|-------------|------------------|--------|----------|-------------------------------|--------------------|-------------|-----------|----------|
| Alt Order #: 06869160 | | | | | | | | | | | | | |
| WISH | POL/DSCC IE | ISSUE | 2303 | News 8 @5p | | 5-530p | :30 | 11/02/12 | 5:28:10 PM News 8 @530 | | \$1,200.00 | DSIN1207H | P1 |
| WISH | POL/DSCC IE | ISSUE | 2303 | News 8 @ 530p | | 530-6p | :30 | 11/02/12 | 5:58:00 PM News 8 @6 | | \$1,200.00 | DSIN1207H | P1 |
| WISH | POL/DSCC IE | ISSUE | 2303 | News 8 @6 | | 558-630p | :30 | 11/02/12 | 6:21:08 PM News 8 @6 | | \$1,200.00 | DSIN1207H | P1 |
| WISH | POL/DSCC IE | ISSUE | 2303 | Inside Edition | | 655-730p | :30 | 11/02/12 | 7:13:58 PM M-F 7-730p | | \$850.00 | DSIN1207H | P2 |
| WISH | POL/DSCC IE | ISSUE | 2303 | Entertainment Tonight | | 728-8p | :30 | 11/02/12 | 7:27:56 PM M-F 7-730p | | \$900.00 | DSIN1207H | P2 |
| WISH | POL/DSCC IE | ISSUE | 2303 | News 8 @ 11 M-F | | 11-1135p | :30 | 11/02/12 | 11:06:16 PM LN M-F | | \$1,500.00 | DSIN1207H | P2 |
| WISH | POL/DSCC IE | ISSUE | 2303 | News 8 @ 11 M-F | | 11-1135p | :30 | 11/02/12 | 11:34:16 PM LN M-F | | \$1,500.00 | DSIN1207H | P2 |
| WISH | POL/DSCC IE | ISSUE | 2303 | David Letterman | | 1135p-1237a | :30 | 11/02/12 | 11:59:00 PM David Letterman | | \$500.00 | DSIN1207H | P3 |
| WISH | POL/DSCC IE | ISSUE | 2303 | Daybreak Saturday | | 558-9a | :30 | 11/03/12 | 7:52:05 AM Daybreak Saturday | | \$450.00 | | P2 |
| WISH | POL/DSCC IE | ISSUE | 2303 | NCAA Football | | (3:30:00 PM-7:00 | :30 | 11/03/12 | 5:17:18 PM NCAA Football | | \$700.00 | | P2 |
| WISH | POL/DSCC IE | ISSUE | 2303 | Su 11-1130a | | (11:00:00 AM-11 | :30 | 11/04/12 | M-SU 4a-212a Roti | | \$500.00 | | P4 |
| WISH | POL/DSCC IE | ISSUE | 2303 | Daybreak Sunday | | 558-9a | :30 | 11/04/12 | 6:14:33 AM Daybreak Sunday | | \$350.00 | | P2 |
| WISH | POL/DSCC IE | ISSUE | 2303 | Countdown To Kickoff | | (11:30:00 AM-12 | :30 | 11/04/12 | 11:44:42 AM Countdown To Kick | | \$900.00 | | P3 |
| WISH | POL/DSCC IE | ISSUE | 2303 | Countdown To Kickoff | | (11:30:00 AM-12 | :30 | 11/04/12 | 11:52:18 AM Countdown To Kick | | \$800.00 | | P3 |
| WISH | POL/DSCC IE | ISSUE | 2303 | Daybreak @ 5am | | 5-530a | :30 | 11/05/12 | 5:18:12 AM Daybreak @ 5am | | \$250.00 | | P3 |
| WISH | POL/DSCC IE | ISSUE | 2303 | Daybreak @530am | | 530-6a | :30 | 11/05/12 | 5:49:36 AM Daybreak @ 530an | | \$450.00 | | P3 |
| WISH | POL/DSCC IE | ISSUE | 2303 | Daybreak @ 6 | | 558-7a | :30 | 11/05/12 | 6:19:59 AM Daybreak @ 6 | | \$650.00 | | P2 |
| WISH | POL/DSCC IE | ISSUE | 2303 | CBS This Morning @8 | | 8-9a | :30 | 11/05/12 | 8:11:16 AM CBS This Morning | | \$150.00 | | P3 |
| WISH | POL/DSCC IE | ISSUE | 2303 | The Talk | | 2-3p | :30 | 11/05/12 | 2:29:26 PM The Talk | | \$600.00 | | P1 |
| WISH | POL/DSCC IE | ISSUE | 2303 | Anderson Cooper | | 357-5p | :30 | 11/05/12 | 4:39:36 PM M-F 4p-5p | | \$300.00 | | P3 |
| WISH | POL/DSCC IE | ISSUE | 2303 | News 8 @ 11 M-F | | 11-1135p | :30 | 11/05/12 | 11:16:32 PM LN M-F | | \$1,500.00 | | P2 |
| WISH | POL/DSCC IE | ISSUE | 2303 | David Letterman | | 1135p-1237a | :30 | 11/05/12 | 12:24:30 XM David Letterman | | \$500.00 | | P3 |
| | | | | | | | | | | | \$16,950.00 | | |
| | | | | | | | | | | | \$16,950.00 | | |

[Filtered by:] [Sorted by: Alt Order #]

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

| | |
|----------------------|------|
| Station and location | Date |
|----------------------|------|

I, Maura Gilroy
do hereby request station time concerning the following issue:

Democratic Senatorial
Campaign Committee

| Broadcast length | Time of Day, Day of Week, Package | Days | Class | Times per Week | Number of Weeks |
|---------------------|---|------|-------|-------------------|--------------------|
| AS ORDERED | | | | | |

Total Charges:

This broadcast time will be used by: _____

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☒ Yes
 ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

Economy

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

DSCC - Brian Smoot, Exec Director

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):
120 Maryland Ave NE DC 20002

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature Printed Name Title

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Spots per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
| AS ORDERED | | | | | |

Total Charges:

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (Identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.